

LEO BURNETT COMPANY, Inc.

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Printed in U.S.A.

(A)

Menthol Green or Marlboro Red,  
either way you get a lot to like.

MENTHOL  
**Marlboro**  
THE CLASSIC CIGARETTE

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**Marlboro**  
THE CLASSIC CIGARETTE

# Where the flavor is. Marlboro.

Marlboro: 16 mg "tar," 1.1 mg nicotine—  
Kings: 11 mg "tar," 1.3 mg nicotine per cigarette, FTC Report Aug. 22

Warning: The Surgeon General Has Determined  
That Cigarette Smoking Is Dangerous To Your Health.